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Message Text

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PAGE 01 LIMA 08563 292327Z POSS DUPE
ACTION ARA-14

INFO OCT-01 ISO-00 EB-08 /023 W
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P R 292117Z SEP 77
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EO 11652: N/A
TAGS: BEXP, BTEL, PE
SUBJ: COLOR TV SYMPOSIUM

REF: NYHEN/KOHN TELCON 9/22; 76 LIMA 8388

1. DATES FOR COLOR TV SYMPOSIUM PRESENTATIONS AS FOLLOWS:

SEPTEMBER 28-29 JAPAN (NATIONAL)
OCTOBER 5-7 HOLLAND (PHILLIPS)
OCTOBER 10-11 FRANCE
OCTOBER 13-14 UNITED STATES

WHILE OTHER COUNTRIES WILL HAVE ALL DAY PRESENTATIONS, WE BELIEVE US PRESENTATION CAN BE HELD FROM 8:30 TO 13:00 ON BOTH DAYS BECAUSE JAPANESE PRESENTATION AND PART OF DUTCH WILL ALSO DEAL WITH ADVANTAGES OF NTSC. FRANCE WILL BE PROMOTING SECAM SYSTEM ONLY. PHILLIPS PLANS TO DISCUSS AND DEMONSTRATE THREE SYSTEMS WITHOUT RECOMMENDATIONS BUT WILL FAVOR PAL-M. WE UNDERSTAND PHILLIPS WILL BE SENDING MICROWAVE SIGNALS IN THREE SYSTEMS TO AREQUIPA AND TACNA AND THEN BACK TO LIMA FOR COMPARATIVE PURPOSES.

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2. EMBASSY HAS SET UP AD HOC COMMITTEE CONSISTING OF ALL PERUVIAN LICENSEES OF US COLOR TV MANUFACTURERS:
TELESUD ZENITH
IMACO - GE
CREDISA - PHILCO; SYLVANIA
INDUSTRIAS ELECTRONICAS - WESTINGHOUSE
ALFA UNION - EMERSON

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FTA - RCA

COMMITTEE MEMBERS READY TO SUPPORT US PRESENTATION BUT MOST HAVE NO PRACTICAL EXPERIENCE WITH COLOR TV AND WOULD BE AT LOSS TO ANSWER DIFFICULT QUESTIONS.

3. IN PREPARING PROGRAM, TAKE INTO CONSIDERATION AGENDA SUGGESTED BY INICTEL:
A. INTRODUCTION TO COLOR TV

B. TECHNICAL DESCRIPTION

C. COMPATIBILITY WITH MONOCHROMATIC TV SIGNAL

D. PRODUCTION AND RECORDING - COLOR FIDELITY AND STABILITY; PHASE RESPONSE; ADAPTATION OF EXISTING INFRASTRUCTURE

E. TRANSMISSION AND RETRANSMISSION - EFFECTS OF ECHO; SUSCEPTIBILITY TO INTERFERENCE IN MOUNTAINOUS AREAS; COST ANALYSIS

F. TRANSCODIFICATION - CHARACTERISTICS; COST

G. RECEIVERS - COST; ROYALTIES AND PATENTS

H. ANALYSIS OF ADVANTAGES AND DISADVANTAGES OF SYSTEM
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4. AS FAR AS WE ARE AWARE, ONLY FIRM US-BASED SPEAKERS TO DATE ARE MICHAEL PALADINO OF GE AND AUGUSTO SPENCER OF GTE. WE BELIEVE US PRESENTATION WOULD BE ENCHANCED

BY GREATEST POSSIBLE PARTICIPATION BY US-BASED EXPERTS IN FIELD. US MANUFACTURERS OF TRANSMISSION AND STUDIO EQUIPMENT SHOULD BE EQUALLY IF NOT MORE INTERESTED IN PARTICIPATING WITH SPEAKERS THAN PRODUCERS OF RECEIVING EQUIPMENT. SPEAKERS SHOULD PLAN TO ARRIVE IN LIMA NO LATER THAN OCTOBER 10 IN ORDER TO COORDINATE ALL FINAL DETAILS. PLEASE ADVISE ETAS SO THAT EMBASSY CAN ARRANGE TO MEET AT AIRPORT AND MAKE NECESSARY HOTEL ARRANGEMENTS.

5. WE ARE CONCERNED WITH PROBLEM OF COORDINATION. WE STRONGLY RECOMMEND THAT DONALD NYHEN (USDOC/DIB) SERVE AS GENERAL COORDINATOR AND MODERATOR FOR THIS IMPORTANT EVENT BOTH IN WASHINGTON AND AT SYMPOSIUM IN LIMA. HE IS UNIQUELY QUALIFIED TO SERVE IN THIS CAPACITY AND WOULD PROVIDE THE COHESION PRESENTLY LACKING.

6. WE HAVE HEARD THAT COLOR TV PRESENTATION AT LAST ANNUAL NAB

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MEETING IN WASHINGTON WAS EXCELLENT. THE NAB COULD BE RICH SOURCE FOR SPEAKERS AND MATERIALS. FCC MIGHT ALSO BE ABLE TO CONTRIBUTE TO THIS EFFORT.

7. LITERATURE FOR DISTRIBUTION AT SYMPOSIUM, PACKAGES SHOULD BE MAILED TO:
ROBERT KOHN
US EMBASSY (COMM)
APO NEW YORK 09865

8. ELECTRIC CURRENT IN LIMA IS 220/60. AMERICAN EMBASSY, HOWEVER, IS 110/60. VIDEOTAPES SHOULD BE 3/4" U-MATIC OR 1" IBC FOR USE WITH EQUIPMENT CURRENTLY AVAILABLE AT TV STUDIOS AND EMBASSY.
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Message Attributes

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Secure: OPEN
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Subject: COLOR TV SYMPOSIUM
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To: COM
Type: TE
vdkvgwkey: odbc://SAS/SAS.dbo.SAS_Docs/87284a4b-c288-dd11-92da-001cc4696bcc
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